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March 14, 2008

**Comments in the FCC's "Broadcast Localism" Notice of
Proposed Rulemaking Proceeding?**

**RE: "Report on Broadcast Localism and Notice of Proposed Rulemaking" in MB
Docket No. 04-233 ("NPRM")**

As a local, small market, broadcaster for over 30 years, I am appealing to the Federal Communications Commission to halt Docket No. 04-233. It represents a backward,

re-regulatory slide toward a level of governmental micromanagement that was thoroughly repudiated and discarded some 25 years ago.

Broadcaster competition for listeners has never been as intense as it is now, given the explosion in the number and types of sources for information and entertainment since the 1980s when the FCC eliminated many of the requirements that this rulemaking is looking to resurrect. However, implicit in each of the proposals advanced in the NPRM is a faulty premise, namely that ***even though broadcasters are keenly aware of the critical need to be relevant and responsive to their listeners and viewers, that marketplace mechanism is not sufficient to insure that broadcasters are being sufficiently responsive to their communities of license and surrounding service areas.*** This is wrong. As a broadcaster, I know our marketplace where we compete. I know it best. I MUST & DO air sufficient, responsive programming. If I didn't, I would lose what ever edge I have in ratings. In order to survive,

I must be different. My big difference is my sensitivity & response to LOCAL LISTENER DEMANDS. Regional Stations, syndicated programming or satellite programmers cannot deliver to my market what I can deliver.

Your proposals would be unnecessary, unduly burdensome and counterproductive for both our stations and our communities. I have operated these two stations for over three decades with an admirable record. Deregulation made it possible for the marketplace to work purposely and effectively. Please help survive and serve our towns. Do not advance Docket No. 04-233 without at least visiting small market radio like our stations.

Colin K. Rice

Colin K. Rice
Executive Vice President
Nutmeg Broadcasting Company